



BLUE MOOSE CONSULTING

NEWSLETTER

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Talking Health: 2019: The War Against Toxins— Health or Business?

“At the end of the last century, science and spirituality seemed incompatible. Now they have moved closer together.”

~The Dalai Lama

Be the Vanguard of your community's health: that is the mission you carry by opening your doors, and that should be our universal natural health movement New Year's Resolution. As mentioned in the last BMC Newsletter of 2018, we and our Industry are in a state of change. (stumble, adjustment, challenge, reinvention: I am not sure?) In that article, titled “Realignment,” BMC testifies that we are acting in a rhythm with the change, and realigning ourselves to be a significant force in our territory in how the true health food (natural products) store emerges after this turmoil. January is a good time to look at the purpose in your actions; to review what you are doing, and how it is working; and to be willing to reconsider your business model to possibly include new ideas (and new items) that could be considered as beneficial to help your business advance. It is time to re-imagine.

What do people think when they hear the name of your store, or how they view your business as it sits on your block (or as a part of their community?) I would suggest that you spend all of 2019 thinking about this: your ability to expand on or re-invent this image, so that people consider your store “essential.” That has to be the goal of your business plan. You are the manager of your business, and you cannot afford to just sit back and be passive in such a disruptive culture. People in your shopping radius have to understand that your store is non-negotiable.

For 18 years, Blue Moose Consulting has said that our mission is to support the health food businesses. We have earned respect by being tireless in maintaining our goals: check out our website—with the mission statement—and the initial letter that I wrote to the community (an open letter that I wrote long before all the fellow Moose BMC Sales & Education Sales Reps joined our health-oriented staff). All the words remain true after all these years. As we start our 19th year of support to health food retailers (and many health care practitioners, and other health champions), we offer that we have never strayed, and that we have gained the confidence of many of our clients by our consistency, and by our association with incredible companies.

In our 19th year, we will continue to consistently support our stores: we hope that we are getting better at this, and that you have embraced what we offer, and that our relationships together are creating the sweet music of good business for good! Now—as I started to say in that article, “Realignment”—we are declaring that we are going to be a leading part of the visionaries looking to recreate the health food store. Recreate—as in to create again, better. The model needs to change, the model is changing, and the changes can be either reactionary or revolutionary.

Our natural foods movement has to some degree been co-opted, subsumed and absorbed by players looking to make money by selling the foods and nutrients that our business made popular. Such is evolution: so, get over it! We are not going to win by constantly trying to stay one step ahead of the capitalist dogs: rather, we have to take a quantum leap starting this year to make the model for the “health food store” of the future. So, as the mass food peddlers steal the popular ideas of plant-based protein, and organic pizza and organic cauliflower, and kale and turmeric and ubiqui-belly, so-called “probiotic”, nonsense (just another name on the bottle to the trend-trackers), we will cede their copycat-flattery (as we did milk and beef years ago), and raise the bar and challenge them to follow us on the task of “cleaning it all up”. Yes, it is time for our natural health movement to take on the grand-daddy of all problems: toxins.

We do have to see the big picture, first, before we unveil our long-term game plan; but, we need to be out to get the big boys to first eliminate all the insidious and useless underlying toxins of artificial colors and flavors, etc. Eventually, we are gonna lead the public to make a stance against the perpetration of glyphosates into our diet. The plan for the new health food store is big, and we are playing long-ball. The look of the new health food store will be fully realized in about 5-10 years, as the market catches up with the message that we are offering; and the success that we have. This is where you come in: the success that we have is the work that we do together.

And we need a new name for this necessary community health center, this most-valuable storefront. Consider now an embrace this appellation as the definition of your future business: Local Community Health Resource Center. We will morph from a small alternative store, into a warehouse of the best products for the entire home and the entire family and the entire planet. We will be the trustworthy place to get all the tools—including many new and exciting innovations—for health in an inviting

CLOSE CALL: A FRIEND SURVIVES THE TSUNAMI

Everyone who has been in the industry for awhile knows the reputation of Paul Penders products in natural skincare. Paul was the leading manufacturer who got the European authorities to stop animal-testing on bodycare products. A hero to more than the vegan community, Paul was a contemporary of Aubrey and the Hauscha and Weleda products: but he left the American market about 16 years ago. Paul travels the world now but lives in the rainforest of the Langkawi Islands in the Andaman Sea off the west coast of Malaysia. His son, Bastiaan Penders, grew up in a natural bodycare family: and his world travels took him to find his paradise in a jungle at the base of the infamous Krakatoa volcano in the Sunda Strait in Indonesia between Java and Sumatra.

Bastiaan was on the beach, relaxing for the Holidays on December 22, 2018 when a tsunami hit. On the beach, seconds to respond and fortunately for my friend, he raced to the hill and safety. Sadly, at least 437 people were killed about 15,000 were injured. The tsunami was caused by an undersea landslide that followed an eruption of Anak Krakatau, the “Child of Krakatoa”. It later was found that much of the island of Anak Krakatau had collapsed into the sea. Life is fragile: the planet is out of balance. I am happy that you are safe, my friend, and please take care.

and friendly place where the protocols for optimal health can be explained and encouraged by true advocates.

Stop for a second and consider what you are being presented: can you realize a future in the next 24 months where you will change an entire segment of your store to make it a cornerstone of foundational essentials for a new way of looking at health? It will happen (it will happen quickly for those stores that embrace the change and can act within it), and it may or may not happen in every store immediately—but as success, expectation and competition point to this inevitable future, you will either change with the times, or become a little more obsolete (for the past natural health food store model is the target of big business, and they will continue to offer

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what we offer, except cheaper). We have learned that people will drive a distance, past local stores, to get to their big, cross-over Walmart. We have to realize that we cannot stop them from undercutting some of these food and nutrient basics, and to offer cheap and copycat versions: (though we should vehemently put our foot down when industry shippers favor the big box over our stores, and that affront is obviously still a big battle that we will not be discussing here!). We cannot stop that market from expanding, and we will continually need to specialize and offer amazing advancements as they arise, with better nutrient-dense foods and cleaner supplements and bodycare.

We will improve our selection (and allow those companies that want to jump ship on us and go mass-market, to do so); but we will speak and teach in a new manner of the role of toxins in our society, and the reality that the Local Community Health Resource Centers are the place where this 21st Century Health is found. Embrace the change, as it is coming in the next 2-10 years. It starts in 2019, and it is being led by the courage of BMC!

First, we have to see the big picture: we have to grab the battleplan for a better 7th-Generation by offering the safest place in your zip code (your county, your legislative district) for parents to go to find the best products and wisdom for protecting and raising their children optimally!!

To stop your thoughts before they get there: we cannot thrive in the future by serving the Baby Boomers alone, and that 30-50-year-old category that has traditionally held all that disposable income to go along with their well-

developed concern for health and prevention. We need to bring in the young parents; and this has to be a loud and noticeable commitment. I am not saying that every new parent and parent-to-be will come to your store with the expected consistency of 65-year olds joining AARP—but our goal is to establish that place where clean-everything is readily available in an inviting environment (in a store devoid of Raid and cigarettes) for parents to use as an oasis for their essentials. Ask yourself if you can envision this for your store in 2019, and if you are ready to start these changes? Ask yourself if you can accept the premise—even if you are hesitant (or not feeling the strength)—to join the initial trailblazers. Can you get to a place of saying that you would love to be that store (once you learn how to do it)? Maybe you will need to first see and hear about the successes of stores that begin a dedication to becoming the Local Community Health Resource Center. But, are you willing to consider this evolutionary metamorphosis?

Regardless of how committed you are to the wonderful lines that BMC is affiliated with (always best Manufacture; usually direct sales versus distribution; and usually involved in becoming M.A.P.-enforcing Manufacturers), you should realize that it is time to clean up our stores and to begin to highlight products more on the “cleanness” of the products that you sell instead of the lazy though heavy discounts. The 21st Century—the next 24-months!!—are all gonna be about toxins. We have hit critical mass!! Between the environment, and the news, and the moderation and failures of our big, homogenized food channels, people have naturally become interested in and aware of the toxins of this 21st Century, and they want to join

with people who are fighting against the current toxic tsunamis that are pushing into all our lives!

Reporting for duty: BMC is on-duty in the war against toxins! We will be integrating this message into our education: and we will be slowly increasing the volume of this reality in regular waves that people can accept, and in dollops that people can understand. We all have to pool our creativities together on this to make sure that we hit the right notes of knowledge without bludgeoning people over the head with this omnipresent and dangerous problem. The first thing that we need to do is to listen to the current messages about every level of toxins, and to share these worrisome issues: to actually accentuate them. Toxins are bad: you got that. Toxins destroy health: easy to understand and explain. There are more toxins (available for sale) in a big box pharmacy than there are in the local armory. Hmmm I get it, Michael. Furniture store: toxic zone. Fast-food, snowcones, cheap meat: prescriptions for a short and painful life. Slowly, make sure people are hearing the message and not blocking it out!

Sidenote: move forward with companies that pledge that their main focus (if not primary focus) is the health retail store. Loyalty should be reciprocated with loyalty.

Words comes of Age. Have you ever heard of the term (the German word), Zeitgeist? (college-word: cross word puzzle word: only important to get the message across here!!) It is a concept word, prevalent in 19th-century German philosophy, and translated as “Spirit of the Age” or “Spirit of the Times” It refers to an invisible agent or force dominating the characteristics of a given epoch in world history. It is the times that we are living in. And often when someone is immersed in a time (you know, the present), they are not fully aware of the Zeitgeist they are a part of: we too often are players unaware of the universal “it” that is happening around us. Humans are amazing, but we are often not able to anticipate what future generations will say about us, in an historical retrospect.

We have reached a point of 21st Century sepsis. We did not start it; it probably began with The Industrial Revolution (mid-1700s): but we have not appropriately countered it, and actually have continually accelerated it (think cars, plastic; military war zone residue; industrial farming; unregulated and untested new man-made elements; modern pharmacognosy, glyphosates and the monetarization of food science and the rape of the oceans and our waters). In the context of how we see reality, things can almost only get worse. The Garden of Eden can never be recreated. But we are big-brained humans, and we should be able to do something about it. And we can. Blue Moose Consulting is here to help!

Where should the local community gather for the virtual public square that we will need to coalesce all those energies needed to change the world? The Local Community Health Resource Center (learn the word, use the word—I freely share it with our Movement. LCHRC! Nothing more: nothing less—it is OUR new, post-health food store phrase).

The Zeitgeist is here around us, now. The words are rising from the milieu. Check it out: what is the first history of 2018: what did the cultural researchers and social scientists note: what words were everywhere last year?

The Oxford Dictionary’s Word of the Year for 2018 was “toxic.”

Writing’s on the wall: fortune-telling. Can you see what is being said?

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BEST JANUARY HEALTH REALIGNMENT CHOICE

Better Your Health in the New Year!!

Newton’s “Jump~Start Your Health” ‘Yes! Thank you!’

The best move you can make to start the year!! Multiple symptoms, but not sure where to start? Begin with NEWTON’s Jump-Start Your Health!

As a world leader in clinical homeopathy, NEWTON realizes that addressing multiple symptoms with single remedies can be challenging. Jump-Start Your Health!, a unique trio of combination remedies formulated for balance and wellness, will help simplify the process.

Begin with NEWTON’s Jump-Start Your Health@!

Clear the path for your body to balance naturally through detoxification, digestive balance and joint health.

Three Keys to Wellness: Detoxifier + Bowel~Digestive Care + Rheumatic~Joint Care for a Tri-Homeopathic System™ response

Jump~Start Your Health!

- **Detoxifier** is formulated for symptoms associated with toxicity such as fatigue, headaches and sluggish elimination.
- **Bowel~Digestive Care** is formulated for associated symptoms such as vomiting, burning, bloating, gas, nausea, cramping, pressure + other related symptoms.
- **Rheumatic~Joint Care** is formulated for associated symptoms such as pain, stiffness and swelling.

Proper assimilation (transformation of food into tissue) and efficient processing of metabolic toxins (uric acid and other free radicals) are dependent upon a well-balanced body.

**Such an amazing System: subtle, safe + effective for everyone!
The PERFECT January New Year’s Resolution**

Market Prominently: Newton Jump Start Your Health@!

3-Pack Kit wholesale \$27.00/ MSRP \$46.00

six (6+) or more 3-packs as a purchase, always 20%-OFF
\$129.60 for six (6) Kits: a part of Every New Year Health Toolkit

Note: All three complexes contained in the kit are available individually in pellet form at standard pellet prices.

BUY 6, + Change Six Lives

<https://www.newtonlabs.net/JumpStart-Your-Health/productinfo/JSKN/>
engage with people on social media: 3:31 seconds
https://www.youtube.com/watch?v=lbFb_4moj9M



NEWTON homeopathics

Nurturing Naturally Since 1987

January 2019 Promotions 20% OFF Discount select OTC formulas

~ Liquid or Pellet complexes listed below^ (Qty. 4+ per SKU)^

- **Throat Care** • **Thyroid Care**
- **Kids Sniffles** • **Pet Bowel-Digestive Care**

Homeopathic OTC Formulas

- **Throat Care**—for symptoms associated with throat conditions such as dryness, irritation, inflammation, pain + hoarseness. (N025)
- **Thyroid Care**—for associated symptoms such as rapid or sluggish metabolism, weight fluctuation, fatigue and hair loss. (N074)
- **Kids Sniffles**—for symptoms such as congestion, runny nose, post-nasal drip, sinus pressure and irritated throat. (F003)
- **Pet Bowel-Digestive Care**—for digestive health + for associated symptoms such as weak digestion, nausea, burning, bloating, gas, cramping + pressure. (P014)

~ Shelf tags announcing the sale included your order

^Cannot be combined with other discounts

^Monthly promos will be advertised through the newsletter = website/
social media pages

Why Homeopathy?: BECAUSE IT WORKS!

Why Choose NEWTON? ~ Expertise & Experience ~ Quality & Safety

~ Environmental Awareness ~ Variety & Selection ~ Economical & Efficient

Newton Homeopathy: choose Quality:

- ^ Easy to use natural remedies for the entire family and pets
- ^ Health & balance instead of symptom suppression
- ^ No known food, drug or herbal interactions ^ no known side-effects
- ^ No physical addiction ^ no expiration date

Product NOTES:

~ Carry the pellet options of the best-sellers: (average pellets in 1 oz.
glass bottle= 625-675 pellets by weight)

Made in America ~ Family-Owned

Newton Labs is an official service-connected, veteran-owned business.

HERB PHARM™

January-February Herb Pharm® two-month 20% OFF Promotion

IMMUNE SYSTEM & SLEEP SUPPORT HERBS™

- **Black Elderberry** 1 + 4 oz.
 - **Black Elderberry, Alcohol-Free** 1 + 4 oz.
 - **Daily Immune Builder™** 3 sizes 1, 2 + 4 oz.
 - **Herbs on the Go: Immune Season™** 1 oz.
 - **Rapid Immune Boost™** 3 sizes 1, 2 + 4 oz.
 - **Soothing Throat Spray™** 1 oz.
 - **Super Echinacea®**; 3 sizes 1, 2 + 4 oz.
 - **Oregano Spirits™** 1 + 4 oz.
 - **Osha** 1 + 4 oz
- Sleep Well:**
- **Valerian** 1 + 4 oz.
 - **Valerian, Alcohol-Free** 1 + 4 oz.
 - **Herbs on the Go: Bed Time™** 1 oz.
 - **Relaxing Sleep™** 3 sizes: 1, 2 + 4 oz.

MIX & MATCH 20 OR MORE UNITS FOR A 20% DISCOUNT

Reorders will receive the same discount throughout the promotional period. Discount applies to 1, 2 and 4 oz. sizes

PRODUCT HIGHLIGHT: a nice flavor before bed

Herbs on the Go: Bed Time™ Promotes a quiet, calm and restful sleep while providing soothing support for the nervous system^

INGREDIENTS Proprietary certified organic extract blend: 697 mg: California Poppy whole flowering plant; Ziziphus seed; fresh Lemon Balm herb; Passionflower flowering herb; fresh Chamomile flower, Lavender flower, Cardamom seed with pod.

Other Ingredients Certified organic cane alcohol (40-50%), distilled water & certified organic vegetable glycerin.

Flavor profile: sweet with pleasantly floral flavors

^ These statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.

Made of plants and ethical choices™ • Treat Yourself to Better Health™
America's #1 selling Liquid Herbal Extracts

Not represented by BMC in NJ

ESSENTIAL FORMULAS

New Year, NEW YOU: Ramp Up on Reg'Activ™!

10% OFF^ + Free-shipping

6 ea.^ Reg'Activ™ Immune & Vitality

6 ea.^ Reg'Activ™ Detox & Liver

^ Buy-in: through January 31. Must use Promo Code: JANGLOB18 to get discount

^ **Reg'Activ™ Detox & Liver Health™** a Probiotic that Supports Heart Health*

Paradigm-changing probiotic produces a cardio health antioxidant.* with powerful

Lactobacillus fermentum ME-3: Milk Thistle fruit extract (80% silymarin) [250 mg]

N-Acetyl-cysteine 200 mg, L-Methionine 50 mg,

Selenium as Selenomethionine 100 mcg, Lactobacillus fermentum ME-3 60

^ **Reg'Activ™ Immune & Vitality Health™** a Probiotic that Supports Immune Health*

Paradigm-changing probiotic produces a key immune system antioxidant.* with powerful

Lactobacillus fermentum ME-3: Lactobacillus fermentum ME-3 40 mg (equivalent 4 billion lactic acid bacteria)

Lactobacillus brevis KP08. 100 mg, (equivalent 1 billion lactic acid bacteria)

Vitamin C (ascorbic acid) 40 mg, B Vitamins: B1, B1, Niacin (as niacinamide), B6

L-Carnitine tartrate 200 mg.

Reg'Activ™—A Probiotic Strain that Makes Antioxidants. Discover Lactobacillus fermentum ME-3:

Powerful Effects for Cardio, Detox, and Immune System Wellness.*

Lactobacillus fermentum ME-3

Probiotic research is fast transforming our understanding of human health. Probiotics in general are invaluable for maintaining good health. We're also learning we need certain strains that produce highly specified health benefits.* One of these strains is Lactobacillus fermentum ME-3. The startling probiotic breakthrough of ME-3 began in 1995. That's when award-winning microbiologist Marika Mikelsaar, MD, PhD and her team of research scientists isolated the probiotic strain called Lactobacillus fermentum ME-3. This unique strain is able to produce the super antioxidant glutathione. Since then, Dr. Mikelsaar has dedicated herself to researching the numerous benefits of this revolutionary probiotic.*

Reg'Activ™ formulas utilize breakthrough probiotic research to create proven products that support your well-being. Reg'Activ™ is a trademark of VF Bioscience USA. L. Fermentum ME-3, a patented lactic acid bacteria strain, is used under an exclusive license agreement with the University of Tartu, Estonia.

What's so important about Glutathione? Every cell in the human body uses glutathione to maintain cellular health. Scientists call it the "Master Antioxidant" and it's absolutely vital to:

- Maintain a healthy immune system*
- Support the health of cardiovascular tissue*
- Promote healthy liver function*. You need healthy glutathione levels, but it's very hard to supplement it—some research indicates that glutathione breaks down during digestion. That's where ME-3 comes in. You supplement with the probiotic. Then the probiotic gets to work, maintaining healthy glutathione levels inside you! It's a paradigm-changing approach to health. We hope you enjoy learning about this discovery as much as we did.

^ These statements have not been reviewed by the FDA, and are not intended to diagnose or treat any illness or disease.

NORDIC NATURALS

BEGIN 2019 by Capitalizing on this LAST CHANCE Nordic Naturals® COUNTER DISPLAYS @ 30% OFF ends January 15th, 2019

w/additional 5% OFF for Retail Partners (RPP) ends January 15th, 2019

EPA + DHA are #1 Health Message for 2019!

* 12-BOTTLE COUNTER DISPLAYS:

30% OFF^** (+ an additional 5%-off for RPP) through January 15th
Choose up to 3 products from 70 items (minimum 12 units). Get the list + order

Showcase top sellers or NEW ITEMS with a

* Nordic Naturals 24 pc. display. Customizable 24-bottle Display^

30% OFF^** (and an additional 5% OFF for RPP) through January 15th
holds 24 units of select 60 ct. 90 ct. + 120 ct. Skus Get the list + order
small footprint for efficient additional selling space

* Nordic Naturals 24 pc. 180 ct. displays. Customizable 24-bottle Display^^

30% OFF^** (and an additional 5% OFF for RPP) through January 15th
holds 24 units of select 180 ct. Skus Get the list + order
small footprint for efficient additional selling space

^^All deals through January 15. One of each display allowed per ship-to location each month
New Years DISPLAY HAPPINESS with Powerful Health Statements

Time to Highlight these innovative bestsellers:

^ **Omega Memory with Curcumin**

DHA -560 mg + EPA- 280 mg concentrated natural-triglyceride fish oils*,
Phosphatidylcholine 100 mg (Norwegian herring roe); standardized, purified high potency
herbals: Longvida® Optimized Curcumin Extract - 400 mg; Huperzine A - 25 mcg

^ **Omega Curcumin:** Nordic Naturals concentrated natural-triglyceride omega-3 fish oil

EPA - 490 mg +DHA- 350 mg.*; Longvida® Optimized Curcumin extract 400 mg.;

Reduced Glutathione 150 mg; NAC (N-Acetyl -L-cysteine) 200 mg

~ **Omega Curcumin:** the best antioxidant formula today, a unique synergistic formula with
Nordic-quality Omegas + foundational nutrients for cellular + metabolic health

^ **2X the next generation of fish oils. Ultimate Omega® 2X**

Carry them all: differentiate + support compliance:

2 sizes: • **Ultimate Omega 2X** 60 ct.+ 120 ct. • **Ultimate Omega 2X Mini** 60 ct.

• **Ultimate Omega 2X D3** 60 ct. • **Ultimate Omega 2X Mini D3** 60 ct.

• **NEW! Ultimate Omega 2X TEEN** 60 ct.

PROMOTE Probiotics in 2019: available now:

• **Nordic Flora Probiotic Daily**, 60 ct. • **Nordic Flora Probiotic Comfort**, 30 ct.

Many customers are very excited—these probiotics have really gained a strong loyalty!!

* (per two caps)

Not represented by BMC in NJ, NC, SC, VA, WV & Philadelphia area





LOOK at ALL these great Topical Solutions on Sale in January

Better Bathing Naturally 20 oz.

- Sea Bath: Ginger Detox™
- Sea Bath: Kiddie Calmer™
- Sea Bath: Oak & Ivy™
- New Mama® Tush Soothing Bath 32 oz.

Super-appreciated Baby Shower Gift

Bathroom benefits!

- Body Wash Foamer: Minty Mischief
- Zero Zitz!® Creamy Kleanzer(s) 6 oz.
 - * Unscented
 - * Cease-the-Grease
 - * Moisture Marvel
- Zero Zits!® Toners 6 oz.
 - * Original
 - * Tea Tree
 - * Emergency Power

Aromatherapy + Good Mood

- Skin to Skin Intimate Lube 2 oz. *Showcase this product for Valentine's Day!*
- Sleep Rescue® 2 oz.

Topical Action Remedies

- Wart Wonder™: all options 2. oz.
 - * Delicate places
 - * Regular strength
 - * Super Potent
- Scabies* and other* Mites™ Oil - 2 oz. + Soap - 6 oz.
 - FungiFree™ 4 step Kit that works naturally 1. Soap 2. Spray 3. Oil 4. Powder
 - Herpa Rescue™ 2-steps and Relief is Wellinhand Spray - 2 oz + Soap Soother - 6. oz.
 - Nit Kit™ one box: 2 oz. Each Nit 'Kit' includes a bottle of Nit Kit™ solution (2 oz.) w/detailed instructions, fine-toothed Medi-Comb + a 5x magnifier

January Promotions 10% OFF

(products listed above)
Must mention BMC Promotional Deal to get discount
Direct orders: independent stores only thru 01/31

TRANSFORM YOUR BODYCARE SECTION. PROVIDE SOLUTIONS TO RELEVANT CONCERNS.

Topically Applied Herbal Answers



January LINE DRIVE 20% OFF PLUS!!

New Year... New You!
20% OFF & Free Water Bottle Samples*
Buy-in \$200 order minimum + receive Free Water Bottle Samples
January free-shipping plateau will be \$200

MAKE JANUARY THE TIME for your Community to develop Oxygent® Good Habits
Giving a customer a chance to taste Oxygent® **FOR FREE** is the best introduction possible
(1) get product on line drive: **20% OFF**
(2) strategically place products on sale
(3) let the customer have a sample: to try, love & enjoy!!

Combine with other current Oxygent deals:

- Make Oxygent® a New Year's Resolution
- Invest in an Oxygent® '5-in-1 Dumpbin display'
 - ^ prefilled: set price (no further discounts) = 200 packets for ONLY \$100
- Invest in the pre-fill Oxygent® floor display
 - ^ **30% OFF** 5-in-1 Multi prepacked Shipper 24-box order of 30 pack/all flavors
 - + Ask about new placement deal on the:
 - Oxygent® Immune BOOST
 - ~ Blackberry-Lemon BOOST
 - ~ Raspberry-Lemon BOOST
 - ~ Tangerine Lemon BOOST
 - ~ Immune Oxygent® BOOST Variety Pak
 - Oxygent® Capsules
 - veggie caps- 90s., Magnesium Stearate FREE
- * Women's Multivitamin & Mineral + Superfoods
- * Men's Multivitamin & Mineral + Superfoods
- * Restorative† Formula + Antioxidants
- * Memory† Formula + Cognizin®



Selling Trilogy® Natural Products in 2019: NEW ITEMS to promote

- AGE-PROOF Overnight Mask 2.03 fl. oz. an overnight sensation!
 - ~ Firm, nourish & deeply hydrate
 - ~ Luxurious texture and a light lavender scent with Glycablend™: scientifically shown to reduce the breakdown of collagen by up to 88.9%
 - Key Ingredients: L-22® (Jojoba Oil, Macadamia Seed Oil Esters, Squalene plant) Glycablend™ (Blueberry, Strawberry, Pomegranate and Chia Seed Oils), and Vitamin C, Co-enzyme Q10
 - ~ Quite the miracle after a late night out; applied before bed!
- Age Proof CoQ10 Eye Recovery Concentrate .34 fl. oz. Intensely nourishing, CoQ10 Booster Oil helps recharges + revitalize the appearance of skin by reducing the aging effects of glycation.
- Rosehip Transformation Cleansing Oil 3.72 fl. oz. pump bottle For all skin types. Melts away make-up, leaving skin soft + perfectly clean. silky, pure plant cleansing oil with rosehip, sweet almond, grape seed oils and papaya. Cleanses skin without stripping its moisture, leaving skin feeling soft, hydrated and perfectly clean. Seems like magic: transforming from an oil to cleansing milk when emulsified with water, this certified natural, silky, pure plant cleansing oil effortlessly melts away make-up and impurities.



CLINICALLY PROVEN IMMUNE SUPPORT
Sign Up, Save, Help Your Community Immune Health Basics "IF/Then Sale" NEW YEAR FOCUS

Put the WGP® on sale [60 ct.] for the next two months @ **20% OFF** (January + February) by participating in this excellent 2-month "IF/Then" sale.

IF you want to keep strong against any dangerous intruders + protect your community + family + friends;
THEN, maintain a strong inventory of preventative healthcare tools!

THE DEAL

IF the retailer continues to stock all five (5) Skus of Immune Health Basics® Wellmune WGP® **THEN**, the store shall receive the: Wellmune WGP® 250 mg. 60 cap size on reorders through February 28th 2019 @ **20% OFF** wholesale.

The needed 5 immune-supporting items:

- Wellmune WGP® in many dosages for every need:
 - 125 mg 60 ct. • 250 mg 30 ct.
 - 250 mg 60 ct. • 500 mg 60 ct.
- + a product perfect for the little ones....
Children's Chewable 25 mg 60 ct.
- Immune support for your family, peace of mind for you*
- www.wellmune.com | facebook.com/Wellmune | twitter.com/wellmune | youtube.com/wellmune | Immune Health Basics® + Rev•Up Wellness® are brought to you by Portals Pharma, Inc.



The best lip balm for the world

JANUARY DEALS 15% OFF*

- Bee Free® Vegan Lip Balm displays: all flavors
- Specialty [3] Lip Balm displays: Gold + Hemp + Medicinal
- Best-selling Classic SPF lip balms: all flavors + several display options
 - 36-ct. convertible display
 - 48-ct. reach-in display
 - 30-ct. reach-in 'Eco Clip' display created with a combination of organic oils, Fair Trade Certified™ cocoa butter, Fair Trade Certified™ coconut oil, and aloe leaf extract to keep the sun out, and moisture in! SPF 15s- Berry, Mint flavors + SPF 30 Vanilla Sport lip balms
- Bee Free®**: many flavors: lemon lime, superfruit, sweet mint + unscented. single-flavor 24-ct. convertible display + a 36-ct. convertible display great performance; ethical gratification - with candelilla wax, and Organic, Fair Trade™ Cocoa Butter + Coconut oils
- Specialty Lip Balms**: 36 ct. convertible displays.
 - * Gold: The Ultimate Lip Moisturizer, with Baobab seed oil (unflavored)
 - * Hemp: with Manitoba Harvest Hempseed Oil. Vanilla flavor
 - * Medicinal: all-purpose balm with a reputation for cold sores with Organic Tea Tree oil + Camphor, Lemon Balm + Calendula, and Peppermint oil. Purposeful!
- Classic SPF**: protect the lips from our 2019 sun
 - ^ direct, Independent accounts only
 - The Best Lip Balm for the World**



bodyceuticals

January deals

Get Ready for Valentine's Day with delicious BodyLove for a romantic evening in and yummy lip balms as treats for your sweet!

25% OFF Full BODYLOVE SET

^ Almond Bodylove ^ Cherry Bodylove
^ Chocolate Bodylove ^ Coconut Bodylove

25% OFF when you buy 4 ea. of all 4 flavors!

(\$150 sale price. \$200 reg price).
Includes free testers

MUST use 'NEW YEAR' to receive

What is BodyLove?

Bodyceuticals BodyLove Flavored Massage Oils help you feel the love with this all-natural, fun and flirty, edible massage oil. Warm, inviting and exotic scents you'll love on your skin - or on someone else's! Feels silky, and leaves you lightly moisturized without feeling heavy. Made with 100% Vegan food ingredients and no propylene glycol, artificial colors or flavors, this is an edible massage oil you can feel good about using!

SAVE UP TO 25% OFF

NEW LOOK LIP BALM DISPLAYS!

12-count select Organic Calendula Lip Balm displays:
Vanilla, Dark Chocolate & Raspberry

**15% OFF 1 display 20% OFF 2 displays
25% OFF 3 displays**

Limited to in-stock supply

* MUST use 'NEW YEAR' to receive discount pricing*.

[Not valid on spearmint or unflavored lip balm].

FREE SHIPPING ON ALL ORDERS \$150+

Expires January 31st.

www.calendulaskincare.com

THE ESSENCE[®] OF WELL BEING

January Promotion

Great deal to build up that mid-dose CBD Hemp Oil category

Full-spectrum CBD Hemp Oil extract (THC-free) in one oz. dropper bottle

600 mg liquid extract (20 mg per serving)

^ Unflavored ^ Peppermint ^ Orange

in a stable MCT Oil base.

Clearly the best-tasting option!

**Buy 3 ea. per flavor: = 10% OFF
Buy 6 ea. per flavor: = 15% OFF
Buy 12 ea. per flavor: = 20% OFF**

50%-margin line. Highest-quality. Super Value. Healthy Margins: Regular wholesale \$35.99/ MSRP \$71.98

FEEL BETTER

Carry every category:

more products in February

Premium CBD Extracts. It begins on the farm, in Colorado with USDA-certified hemp.

Made for the demands of the health food store, these products are extracted via advanced ethanol processes which guarantee native terpenes (like CBG) remain intact, naturally. Tested THC-free per batch,

* American Grown. American Made.

* Organic Farming. Agricultural Hemp

~ Premium liquid Extracts

~ Affordable caps - 10 mg + 25 mg

~ CBD Cream, naturally-crafted in Santa Fe

~ Long-lasting CBD balms

~ yummy CBD Gummies (with a new display!)

Essence of Well Being[®]

full spectrum, organic CBD from hemp

www.ewbhemp.com/

AROMA LAND

January Bodycare Promotion* The Bodycare Collection:

Ylang Ylang & Ginger

12 oz. bodycare. Clean & affordable
(+ not through distribution)

• Shampoo • Conditioner

• Hand & Body Lotion • Shower Gel

• Massage & Body • Bath Salts 20 oz.

New! Hand Soap

**Buy 3 ea. per SKU = 10% OFF
Buy 6 ea. per SKU = 15% OFF
Buy 12 ea. per SKU = 20% OFF**

Aromaland New Year CANDLE SALE

ALL Tin Soy Candles 6 oz. 10% OFF in
eaches

• Vanilla Bourbon • White Peach • Lemon
Verbena • Citrus Blossom • Petitgrain & Lily

More deals!

~ Ylang Ylang & Ginger Glycerin bar
soap

4 oz. **10% OFF** in units 3 ea.

~ Essential Oil Promotion: (10 ml)

10% OFF in units of 3 ea.

~ Ylang Ylang & Ginger Essential Oil

~ Ylang Ylang #3 Essential Oil

(Cananga odorata)

~ Ginger root Essential Oil 10

Bliss in Every Bottle[™]

*Aroma Land: supplying the world with Essential Oils since 1986
A Leading Source for Quality Aromatherapy & Body Care Products*

AloeLife[®]

INTERNATIONAL
Health Education • Health Products • Aloe Vera

EVERY STORE needs some Aloe Life!

January Promos

Mix & Match[^]

**The New Year stock-up sale on the Aloe Gold Juice Concentrates
The Superfruit Juices, and the Personal Gel**

Aloe for New Year's Resolutions, Collagen Support
+ Immune/Digestion Seasonal Support

- Aloe GOLD 16 oz. + 32 oz.
- Aloe SUPERFRUIT formula 16 oz. + 32 oz.
- Aloe Personal Gel

with whole leaf Aloe 4 oz. topical

The aloe is all certified organic + Activ Aloe Certified

15% OFF 12-23 items minimum

20% OFF 24 items maximum

~ Aloe Gold Whole Leaf Juice Concentrate

- "The best". Highest-quality Organic Aloe vera -
contains no water; no ultra-pasteurization is ever used
in processing. Product retains essential actives which
includes polysaccharides.

~ 1 oz. daily provides so much from this concentrate
To teach health, you have to feel health. Take Aloe
Gold today! This ultimate superfood helps every
protocol! No matter which other aloe-based products

you carry, there is no other product like Aloe Life[®]
Therapeutic Aloe Gold Concentrates ~ Best Value too!

~ You should know: not all aloe vera is alike
Aloe Life[®] - the big differences are taste and results
Therapeutic aloe is Foundational to Health

Expand your Aloe Life[®] set and find ways to drive
extra business to earn that extra margin:

ask your BMC Rep how!

[^] discounts cannot be combined

[^] discount good 01/01 through 01/31/2019

* These statements have not been reviewed by the FDA,
and are not intended to diagnose or treat any illness or disease.

MushroomScience[®]

January Promotion

Two Powerful Medicinal Mushrooms

Agaricus + Shiitake

IMMUNE SUPPORT*

Guaranteed actives in the nutrition panel: hot water extracts

4 ea. = 10% 8 ea. = 15%

12 ea. = 20%

Best price on the market for the most product,
the highest quality with an excellent margin

90 veg caps wholesale \$14.13/MSRP \$26.95

Proper extraction is everything

• Agaricus Mushroom extract

90 veg caps. 400 mg

Agaricus blazei is also called the Royal Sun Agaricus. Used by the
native cultures in Brazil, prepared as a tea for medicinal purposes
and eaten as a food. The respect is clear as they called it "The
Mushroom of the Gods". In addition to the beta 1-3 glucan found
in most medicinal mushrooms, the *Agaricus blazei* mushroom
also contains a unique beta 1-6 glucan; which may explain the
profound immune supporting health benefits documented in the
published research.

• Shiitake Mushroom extract

90 veg caps. 300 mg

Immune Support* + Liver Health*. Organic Shiitake mushroom
(*Lentinula edodes*) 15% polysaccharides [hot water/alcohol
extract]. Shiitake [scientific name, *Lentinula edodes*] was the 1st
medicinal mushroom to be scientifically studied for its immune
support properties.* By "medicinal" we mean those mushrooms
that contain immuno-modulating beta glucans in the cell walls,
and have a history of use in Traditional East Asian Medicine. This
research started in Japan but was soon picked up by researchers
from China and Korea. Shiitake was also the source of the 1st
beta glucan isolate used for immuno-modulation in human clinical
studies and medical practice; Lentinan.* In Japan and China,
Shiitake is considered to be the best of all plant foods. Shiitake
extracts are also used to tonify the liver and modern research
suggests that extracts of Shiitake mushrooms may also help to
maintain healthy cholesterol levels within the normal range.*

* These statements have not been evaluated by the Food & Drug
Administration. This product is not intended to diagnose, treat, cure or prevent
any disease.

**Distributes the only complete line of guaranteed potency
mushroom supplements in North America.**

JUVO[™]

Go Raw in 2019

Ask about new product placement deals

ReJUVOnate Yourself!

ReJUVOnating Benefits:

Certified Organic Raw, Whole, Non-GMO Ingredients
means:

- Support a healthy immune system
- Improve digestion with plant-based probiotics & enzymes
- Increase Energy
- Help balance blood sugar levels
- Rich in antioxidants, dietary fibers, and phytonutrients
- Convenient: perfect for a quick meal on the go
- Formulated by an oncologist
- Unbeatable taste that's all organic

**JUVO: Free of Gluten, Soy, Whey, Yeast, Nut, Dairy
and Preservatives**

No Artificial Flavors, Colors, Sweeteners & Stevia
Since 1999, JUVO Raw Whole Foods has been a
product-leader in raw whole food meals. Convenience
in health food The JUVO Raw Replacement Meals
are freeze-dried, fine powdered mixes of over 40
ingredients; fruit, berries, vegetables, rice, vitamins,
minerals, fibers, sea vegetables and more. Juvo has
developed 3 focused full meals; for slimming, for healthy
convenient meals and a protein meal for sport.

GET EXCITED!

Get ReJUVOnated. Get Social with Raw Foods

www.facebook.com/JUVO-243997500504/

www.instagram.com/juvo_rejuvonnate_yourself/

**Premium plant based whole foods to optimize your
nutrition. Oncologist formulated.**

Raw for 20 years: 1999-2019.

USDA Organic. Gluten Free.

ReJUVOnate Yourself!



2019 - MAKE YOUR STORE MUSHROOM CENTRAL

Know your mushrooms
Carry the best: ALL 12 Mushroom Science® products

<https://mushroomscience.com/products/>

- Coriolus "Super Strength" • Agaricus blazei • Chaga Extract • Cordyceps Cs-4
 - Coriolus PSP (28%) • Immune Builder® • Lion's Mane
 - Maitake Organic, Full Spectrum • MaitakeGold 404™ 1000 mg strength 1 oz.
 - Reishi Super Strength • Shiitake • Tremella
- all products 90 veg caps, except the MaitakeGold 404™ liquid

PRODUCT NOTES:

BACK in early 2019

- Antioxidant Support • Immune Support:
- Chaga mushroom extract 90 veg caps

Guaranteed actives in the nutrition panel: hot water extracts

Best price on the market for the most product, the highest quality with an excellent margin
300 mg/cap 15% polysaccharides. Proper extraction is everything

Chaga is unique among medicinal mushrooms: for, while it contains the beta glucan rich polysaccharides that give medicinal mushroom extracts their potent immune supporting properties, Chaga also contains other active compounds, primarily betulinic acid + polyphenols, which can give Chaga extracts powerful anti-oxidant properties*.

Chaga has a high ORAC score (measurement of antioxidant properties), similar to that of blueberry extracts.

Winter Skin Care

Tremella mushroom extract 90 veg caps

Organic Tremella mushroom (Tremella fuciformis)

300 mg. hot water extract. 20% polysaccharides. Unparalleled value: Best Price

THINK SKIN: besides being a natural food tonic and immune-supporter,* the Tremella mushroom has enjoyed popularity for centuries by the women of China and Japan, who believed it had value because of its ability to help improve the complexion and overall appearance of the skin.* Tremella may help maintain the appearance and texture of the skin by helping the body maintain the production of hyaluronic acid.

Mushroom Science® manufactures and distributes the only complete line of guaranteed potency mushroom supplements in North America.

90 veg caps wholesale \$14.13 MSRP \$26.95

New placement deal will apply for 1st-time purchases

Setting the standard for quality in medicinal mushrooms since 1994!
<https://mushroomscience.com>

YES! TO A SILVER FIR TREE BARK EXTRACT 2019

NEW YEAR, NEW BOTTLE/LOOK, NEW EXCITEMENT
the Silver Fir Tree nutrient, ABIGENOL®

RevUp Wellness®: getting a new powerful nutraceutical to the people!
Silver Fir Extract: now more usable in beautiful new bottles in a box

- ~ Rev•Up Wellness® DEFENSE with Wellmune®
 - ~ Rev•Up Wellness® ENDURANCE
 - ~ Rev•Up Wellness® VELOCITY with Wellmune®
- (all w/) European Silver Fir Bark extract: Abigenol®
(an affordable option to pycnogenol)

Ask your BMC Rep for new placement promotions!

Abigenol® found exclusively in Rev•Up Wellness products!
~ packed with 6 phenolic acids, three flavonoids + four lignans

Rev•Up Wellness® DEFENSE with Wellmune®

Abigenol (50 mg), Wellmune® (200 mg) + C, D3, Selenium + Zinc

Rev•Up Wellness® ENDURANCE

Abigenol (150 mg), Vitamin C, D3, Selenium, Chromium, Zinc + Iron

Rev•Up Wellness® VELOCITY with Wellmune®

Abigenol (100 mg), Wellmune® (250 mg) + C, D3, E, Magnesium, Selenium, Zinc and Copper

WINTER SEASON HIGHLIGHT

Two (2) critical nutrients together in a product of one (1) focused immune support with proven immune support: Powerful

Abigenol® + WellMune WGP®...both in Rev•Up Wellness® DEFENSE with Wellmune®

Stay healthy from everyday health challenges with the best immune system booster on the market!

Great for Athletes too! Buy big + highlight this product for these crazy Winter months

GROW NEW BUSINESS with scientifically-proven nutritional support

<http://immunehealthbasics.com/revupwellness/>

rev*up wellness. Targeted approach to Wellness. Powerful. Natural. Innovative

War Against Toxins continued from page 2

<https://en.oxforddictionaries.com/word-of-the-year/word-of-the-year-2018>: "The adjective toxic is defined as 'poisonous' and first appeared in English in the mid-seventeenth century from the medieval Latin toxicus, meaning 'poisoned' or 'imbued with poison'."

But the word's deadly history doesn't start there. The medieval Latin term was in turn borrowed from the Latin toxicum, meaning "poison" which has its origins in the Greek *toxikon pharmakon*—lethal poison used by the ancient Greeks for smearing on the points of their arrows. Interestingly, it is not *pharmakon*, the word for poison, that made the leap into Latin here, but *toxikon*, which comes from the Greek word for "bow", [toxōn]. please, please, please: take 2 minutes and watch the creative video from this website—at the link above—and think about using this metaphor as your 2019 starting point for waking people up to the Zeitgeist of our time, and the need for us all to band together, through the Local Community Health Resource Center.

The OED "has chosen the word as its annual Word of the Year," arguing that it's "the sheer scope of its application that has made it the standout choice," a video posted on the Dictionary's twitter page explains.

Strictly defined as "poisonous," Oxford Dictionaries says that its research shows that "this year more than ever, people have been using 'toxic' to describe a vast array of things, situations, concerns and events."

One group's perspective, one might say (afterall, the runner up was "gaslighting!"). If you really want to have some reflective fun (in quiet time on your day off, maybe) the 2018 "Word of the Year" from the 150-year old American publisher of dictionaries, Merriam-Webster was calculated as "Justice." Now, if we can join the words Justice and Toxic together, we have the mission statement for the long-term development of our Local Community Health Resource Center: but that topic will be part of some BMC Newsletter article around 2020 or later! The Merriam-Webster (the dictionary in my house growing up) definition of "toxic": "containing or contaminated with a substance capable of injuring or killing a living thing". Serious stuff: all around us!

Toxic: what is the antonym for toxic? Some "Near-Antonyms of toxic: beneficial, curative, healthful, healthy, helpful, palliative, remedial, salubrious, salutary, wholesome, benign, harmless, innocuous, inoffensive."

You get the point: The Local Community Health Resource Center already exists. We just need to get cleaner: a fully toxic-free zone! Welcome everybody!

LCHRC, (as the antithesis of the horrid business games of Sears® Holdings CEO, "vampire" Eddie Lampert, who plays with communities and employees as if they are pawns on a chess board to secure all the land that Sears® buildings are on, for his own profit): the real estate is already here for our mission: it is your store. We have over 10,000 storefronts across the country where this message can be cultivated and developed. Richard Sears started his shop in 1886, and our new visions starts in 2019. Advancement in business. Human Potential. The War against Toxins.

Child-rearing: what is the one word that we want to protect our next generations from? Toxins. Care for the Elderly: what is killing them more than anything else, more than time aging

continued on page 7

cycle, and more than free-radical cascades, and loneliness? Toxins. What may be the undiagnosed co-conspirator in many mental imbalances? Toxins? And, we know modern science has now acknowledged that toxins are more severe concerns than genetics in overall outcomes of human health. Anti-aging: what is the most nefarious obstacle to the best-planning for healthy aging? Well, maybe it is the toxins that people apply on their skin every day in the pursuit of cleanliness and beauty?

For too long, people have been afraid of the concept of environmental toxins. And if we are afraid to speak the "C" word in our stores now, we would be wise to realize that once we begin to say that we are living in a toxic environment and this is having a major effect on our health and the health of our very human progeny, then I am sure that laws will be written, and lawsuits threatened. How dare you say that the sky is falling? Quite frankly, what got us here is the trained power-mantra of confuse, distract and ultimately discourage. We need to confront the biggest problem: world and societal sepsis from toxins. Lessen that oppression, and maybe we can gain better healing!?

You are not being asked to step out into the marketplace alone. You are instead offering a place where all this information can coalesce: Resource Center. You will learn a lot as you draw like-minded people (and customers) into your store. Do you think all these curious and concerned people of every stripe want to buy their healthy alternatives at Walgreen, Walmart, Target and Dollar Kings? (next to the Raid and Roundup and Super stain-fighters?)

No one else is able to offer the promise of a Local Community Health Resource Center. And, as with all community-building, once you

announce your intention, all the builders and social media support- (experts, etc.) will arrive to help you achieve that which everyone is looking for. You will offer what they have been looking for: pregnant women and young families, students and achievers, those realizing their age, and the elderly. Of course, we will offer the same health care solutions that we have always delivered. Organic food: foundational. Preservative-free everything: our stuff. But now we are offering more: including more information!

Valentine's Day Shoppers & Mother's Day Shoppers Should have a Wish-List, naturally. Show your Stuff.

Aroma Land® Facial Serums:

Elegant, naturally enhancing with pure essential oils. A whole new section for your bodycare set. Brings youth back to your skin

PROMOTION NOW through January 15th, 2019 (in eaches)

1 oz. w/dropper serums for seven (7) Skin Types:

reg. wholesale \$12.49; **on sale for \$9.99**; - MSRP- \$24.00

• Cleansing • Dry Skin • Mature Skin

• Oily Skin • Sensitive Skin • Problem Skin • Moisturizing

a superb blend of jojoba, macadamia + olive oil; beautiful new silver foils + silver labels

^ PLUS! Facial Serum Skin Repair for men + women

reg. wholesale \$24.99; **on sale for \$19.99**; MSRP \$49.99

*Must mention "BMC Special Discount" to get discounts with every order placed

PRODUCT NOTES:

Aroma Land® enters 2019 with a new look, improved Bodycare Collection!!

New labels for 45 of the best-priced, best-value, health store-quality bodycare products

@ 50%-margin

including:

- The exceptional **AromaFree®** category of products for those who want to customize their own scent, or whom are scent-sensitive!
- NEW an entire selection of **Bodycare Collection Hand Soaps!**

In crafting the most formidable game plan possible, BMC is directing people looking for change for the better health resource center (LCHRC), to start your teaching with a renewed emphasis on your Children's Health and Prenatal Health sections, and on your bodycare sets. BMC is focused on starting here, which means that we are ready to help you.

It all begins with Children starting life in a clean and toxic-free (healthy) environment as possible. Most emphatically, this starts pre-conception and continues after the 4th birthday (etc.). You have to invest in your children's section this year: (we are here to help: let's have a conversation.) BMC will be educating for the entire year of 2019 on the need to have pregnant women and infants grow in a toxic-free environment. The manifestations will be so rewarding for everyone. Your store has a place in this mission. Relatively speaking, there is so much that we can do. Currently, most children are sprouting in a soil where almost nothing is being done to clean up the environment. Almost every young person is entitled to have the toxic obstacles impeding their success removed: and think about what that can do to their potential!

This is the Mission Statement that has driven BMC since the turn of the 2st Century:

Blue Moose Consulting is a full-service brokerage, involved in product education and store support. We have hand-picked the most trustworthy manufacturers, and help to sell these product for the stores. Blue Moose Consulting was created to champion the most healthful products and to work with stores to achieve ultimate business success and stability. Blue Moose Consulting strives to set a new standard for service, information and the important sense of having fun doing what we are all doing. May it be so!

Blue Moose Consulting has named our bodycare division as "Delicious Bodycare" to highlight what we offer for best skincare for your community. We feel very confident in our capacity as Blue Moose Consulting to unlock the potential growth you can gain by making your bodycare section more inviting, and alive. We feel that first you need to make an emotional, mental and tactile investment in bringing new business to your store by offering, promoting and selling your most natural bodycare products with

PLAN AHEAD!!

Nordic Naturals® FEBRUARY National Heart Health Promo is an Opt-in Promo—so make sure that you work beforehand with your Nordic Rep

ITEMS ON SALE IN FEBRUARY:

EPA – Lemon 60 softgels

EPA XTRA – Lemon 60 softgels

Nordic COQ10 Gummies – Strawberry 60 ct.

Nordic COQ10 UBIQUINOL – unflavored 60 softgels

Nordic COQ10 UBIQUINOL SPORT – unflavored 60 ct.

Omega LDL 60 softgels

Ultimate Omega® – Lemon 60 ct, 120 ct., + 180 ct. softgels

Ultimate Omega® – Lemon 8 oz. liquid

Ultimate Omega® + COQ10 – Unflavored 60 ct.+ 120 ct. softgels

Ultimate Omega® 2X – Lemon 60 ct. + 120 ct. softgels

Ultimate Omega® 2X MINI – Strawberry 60 softgels

Ultimate Omega® 2X MINI W/D3 – Lemon 60 softgels

Ultimate Omega® 2X W/D3 – Lemon 60 softgels

Ultimate Omega® XTRA – Lemon 8 oz. liquid

Ultimate Omega® D3 – Lemon 60 ct. + 120 ct. softgels

Put an emphasis on Total Health with these "essential" nutrients that can be highlighted along with the vital Heart Health nutrients above

Nordic Flora Probiotic COMFORT 30 caps

Nordic Flora Probiotic DAILY 60 caps

Nordic Flora Digestive Enzymes 45 caps

Nordic Vitamin D3 – 25 mcg (1000 IU) Orange 120 softgels

Vitamin D3 5000 – 125 mcg (5000 IU) Orange 60 softgels

Vitamin D3 Gummies – Wild Berry 60 ct

Vitamin D3 Gummies – Wild Berry 120 ct

Vitamin D3+K2 Gummies – Pomegranate 60 ct

Curcumin Gummies w/Longvida® – Mango 60 ct

Marine Collagen – Strawberry 5.29 oz powder

Melatonin Gummies (1.5 mg) – Raspberry 60 ct.

Prepare to have your best Heart Health February ever!



Blue Moose Consulting

P.O. Box 557

Falls Church, Va. 22040-0557

GOT EMAIL?

IF YOU'D LIKE TO RECEIVE INFORMATION BY EMAIL, SEND YOUR REQUEST TO MICHAEL@BLUEMOOSECONSULTING.COM

VISIT US AT OUR WEBSITE!
WWW.BLUEMOOSECONSULTING.COM

"If you don't read this newsletter every month, you are missing something."

War Against Toxins *continued from page 7*

as much enthusiasm as possible. Your energy-in is translated to business growth out the door. We will help you to grow your natural bodycare section: you have to get over the complex excuses of how it won't work, as this will most certainly hold you back. This is not an overnight makeover. This is a long-term project—you have the entire future in front of you to make you store an exquisite, natural bodycare center: better than Macys and Ulta, Bluemercury and Bloomingdale's—because you don't sell toxic stuff!! Your store can be the envy of the Beauty and Health customer; now! You can gain community value by rewriting the rulebooks on what Natural, toxic-free Beauty means!

If we accept the fact that putting overpriced toxic disruptors on your skin is unhealthy, then let's further analyze this equation holistically. Your skin is a larger part of your immune system than your gut. Therefore, there is much that you can do to improve your immune system topically! Think proactive health support through healthy skin oils (the latest craze), and daily nutritional supplementation transdermally through these new generations of products that have earned the descriptive "Delicious Bodycare". Invest in aloe, calendula and rose hip oils as a new mantra! We are one year into guiding stores to make bodycare 15-22% of their business.

In addition, if you are a user of topical creams, oils, lotions and ointments, then you obviously do your body well by using the cleanest products possible: (1) 90% of the topical bodycare and beauty products sold in the marketplace are unclean—a majority are toxic to some degree; (2) over 50% of the skincare products sold in most health food stores are marginal in regards to ingredients; (3) once people are aware, they will buy cleaner, and use skincare products appropriately.

"Toxic" is a sadly perfect word of the year for 2018. My words for the upcoming year are fair and natural business. These are good words.

We are at the dawn of a new age (we are in a new Century for nearly twenty years now), and we are being directed by the vagaries of business to change. We will make the best of it. As a matter of fact, we are in the process of making the health food store BETTER. Welcome to the creation of the Local Community Health Resource Center: the future is yours! ☺



How to Reach Blue Moose Consulting

Call as often as necessary: we want to be of assistance

Blue Moose Consulting • Michael Hennessey

cell: 202-236-3735

Michael@bluemooseconsulting.com • www.bluemooseconsulting.com

PO Box 557 • Falls Church, VA. 22040-0557

COMPANIES REPRESENTED:

Newton Homeopathics

www.newtonlabs.net
800-448-7256
770-922-2644
fax: 1-800-760-5550
Conyers, GA 30013

Aromaland, Inc.

www.aromaland.com
1-800-933-5267
Santa Fe, NM 87507

Vitalah, LLC

www.vitalah.com
831-724-6300
fax: 831-761-3648
Watsonville, CA 95076

Mushroom Science

www.mushroomscience.com
888-283-6583 • 541-344-8753
fax: 541-344-3107
Eugene, OR 97405

Trilogy Natural Products

www.trilogyproducts.com/us/
supported by Kestrel Sales &
Marketing Trilogy US Office:
503.695.6533
sales@kestrelmarketing.us

Herb Pharm, LLC

www.herb-pharm.com
information: 541-846-6262
orders: 800-348-4372
fax: 800-545-7392
Williams, OR 97544

Aloe Life International

www.aloelife.com
619-258-0145
1-800-414-ALOE (2563)
fax: 619-258-1373
San Diego, CA 92107

Essential Formulas, Inc.

www.EssentialFormulas.com
972-255-3918
fax: 972-255-6648
Farmers Branch, TX 75234

Portals Pharma, Inc.

www.PortalsPharma.com
Ph: 651-5050-IHB
fax: 267-695-5181
Basking Ridge, New Jersey

Eco Lips, Inc

www.ecolips.com
Ph: 1-866-326-5477
fax: 1-319-364-3550
Marion, IA 52302

Nordic Naturals: Pure and Great Tasting Omega Oils

www.nordicnaturals.com
800-662-2544
831-724-6200
fax: 831-724-6600
Watsonville, CA 95076

Erom, Inc./Juvo

www.gojuvo.com
714-562-1515
800-558-Juvo (5886)
fax: 714-562-1516
Buena Park, CA 90620

Bodyceuticals

Ph: (425) 333-5480.
Orders & fax: (425) 491 8354.
Carnation, WA 98014

Wellinhand

434-534-6050
info@wellinhand.com
Forest, Virginia 24551

Support all the lines we represent: Independence, Quality, Strength

Opinions expressed in this newsletter are solely those of Blue Moose Consulting. Blue Moose Consulting is not paid for endorsing any products.

*Editor & writer: Michael Hennessey. Distribution and webmaster: John Holback. Graphics: Theresa Welling
Truth, Justice and the American Way*

Note: The BMC newsletter sale list is available by the first day of each month as a one-page faxable form that easily fits on the wall for quick viewing/decision-making. Want to receive all the deals on the great BMC lines this via fax early every month? Call your BMC Rep and put in your request now.